

## **Funding Implementation Plan**

**Action Item #1: Increase diesel and gas taxes to more appropriate levels and identify additional sources of funding, including: regional funding, impact fees, tolls, payroll fees, local option taxes, and other user fees.**

**Issue/Goal:** (Issue) Current funding formulas are based on the first half of the 20<sup>th</sup> century are not adequate for our 21<sup>st</sup> century transportation needs. No system in place to provide a long-term solution and improve all modes.

### **Tasks:**

- Invite key legislative leaders to attend Funding Action Team Meetings for Discussions
- Representative Gene DeRossett met with the team on June 18, 2004
- Senator Jud Gilbert met with the team on July 23, 2004
- Both suggested educating the legislature on transportation funding issues
- Sub-committee to develop education background presentation and materials and meet with legislative sub-committees
- Presentation draft complete
- Meetings to be scheduled in early 2005

**Action Item #2: Look for best practices for restructuring transportation funding and allocation.**

**Issue/Goal:** (Issue) Current funding formulas are based on the first half of the 20<sup>th</sup> century are not adequate for our 21<sup>st</sup> century transportation needs. No system in place to provide a long-term solution and improve all modes.

### **Tasks:**

This Action Item is included in Action Item #3 Education of the public and elected officials to understand the cost and complexities of constructing and maintaining the transportation system.

**Action Item #3: Education of the public and elected officials to understand the cost and complexities of constructing and maintaining the transportation system.**

**Issue/Goal:** (Issue) The true economic and societal value of Michigan's transportation system is not understood by the public.

**Tasks:**

**Goal:** To communicate the need for an adequate level of funding to support the transportation network/system. The Goal is not to advocate a specific funding program, mode, or need.

**Possible Audiences:** General Population, influential people in general population, elected officials, transportation "technicians"

<b>Group</b>	<b>General Population</b>	<b>Influential People</b>	<b>Elected Officials</b>	<b>Transportation Technicians</b>
<b>Type/Level of detail?</b>	Emotion – Message is "Goal"	Detail to support "Goal"	Detailed -- constituent feedback & support to elevate issue's importance	Don't get parochial or specific – get broad & on "Goal"
<b>Visual Support</b>	Defines problem & network	Charts & graphs	Personal testimonials, charts & graphs	Provide to other groups
<b>Ideas/Methods</b>	Broad-based: media, telephone "trees", mailings	Local speaker, bureaus, trade publications, trade association meetings	Coalitions & Advocacy (Influential people carrying message)	Industry and trade associations

**Action Item #4: Encourage and advocate for Michigan's Congressional delegation to support a growing six year transportation bill that provides a 95% rate of return for Michigan.**

**Issue/Goal:** (Issues) Current transportation funding formulas are based on the first half of the 20<sup>th</sup> century and are not adequate for our 21<sup>st</sup> century transportation needs. No system in place to provide a long-term solution for adequate funding to address increasing needs to sustain and improve all modes.

**Tasks:**

1. Develop text stating the support from the Funding Action Team for submittal to members of Congress in support of 95% rate of return.
2. Send e-mails via [www.fundingfairness.com](http://www.fundingfairness.com) immediately.
3. Send e-mails to other Action Team members requesting that they send e-mails via [www.fundingfairness.com](http://www.fundingfairness.com) to their Congressional Representatives.
4. Send e-mails to other Action Team members requesting that they send e-mails via [www.fundingfairness.com](http://www.fundingfairness.com) to their Congressional Representatives when the conference committee initiates negotiations.
5. Contact Congressman Hoekstra and ask that he remain on the Transportation & Infrastructure Committee.
6. Contact Congressman Ehlers and thank him for his support on the Conference Committee.